Sardar Patel University

Programme Structure

Bachelor of Commerce (B. Com) E-Commerce
Under Apprenticeship-Based UG Degree Programme (AEDP)

(As per National Education Policy-2020)
(Three- and Four-Year Course)

Programme Objectives:

1. The course is designed to enhance the employability skills of commerce students, specifically by equipping them with the digital and business acumen required in the e-commerce industry.

2. Beyond technical skills, the course aims to instill ethical values and social responsibility, cyber laws and digital contracts, data privacy and security norms, encouraging students to contribute meaningfully to digital nation-building and inclusive economic growth through e-commerce.

3. To promote self-assured, employable graduates by fostering dynamic business skills in digital customer relations, inventory management and effective communication.

4. To support and align students' capabilities in becoming lifelong learners, develop a mindset for digital innovation and entrepreneurship enabling them to adapt, grow, and pursue higher education or diverse career paths in a rapidly changing world.

Programme Outcomes:

By the end of the program, graduates will be able:

1. The curriculum provides in-depth knowledge and practical exposure in areas like online accounting, digital payment systems, cyber laws, and data-driven business management—preparing students for dynamic organizational roles.
2. Graduates will be prepared to take up roles in industries such as e-commerce platforms, fintech firms, digital marketing agencies, online retail, logistics, and warehousing—offering expertise in both commerce and digital operations.
3. Students will gain skills essential for roles such as E-Commerce Manager, Digital Marketing Executive and Supply Chain Analyst in digital business environments.
4. The programme sharpens analytical and decision-making skills, enabling students to make sound business choices at both personal and professional levels, particularly in fast-paced digital markets.

Program Structure

Scheme of Teaching & Evaluation for B. Com E-Commerce

Semester I

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.C.E 101	Basics of Accounting	DSC – I	2+1+2	70	30	100	4
2	B.C.E.102	E-Commerce and Logistics Operations	DSC – II	3+1+0	70	30	100	4
3	B.C.E.103	Inventory Management	MC – I	3+0+2	70	30	100	4
4	B.C.E. MDC - I	To be chosen from the basket of subjects	MDC – I	3+0+0	50	25	75	3
5	B.C.E.104	Outsourcing in E Commerce	SEC – I	2+1+0	50	25	75	3
6		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC - I	2+0+0	35	15	50	2
Sub-Total (A)					**345**	**155**	**500**	**20**

Semester II

Sr. No.	Course Code	Title of the Course	Category of courses	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
7	B.C.E 105	Personality Development and Communication Skills	DSC – III	3+0+2	70	30	100	4
8	B.C.E.106	Management Dynamics and Applications	DSC - IV	3+1+0	70	30	100	4
9	B.C.E.107	Warehouse Management	MC - II	3+0+2	70	30	100	4
10	B.C.E. MDC-II	To be chosen from the basket of subjects	MDC-II	3+0+0	50	25	75	3
11	B.C.E.108	MIS for E-Commerce	SEC-II	2+1+0	50	25	75	3
12		Environment-related Courses (As prepared by the Department of Env. Science)	VAC – I	2+0+0	35	15	50	2
13		As per the guidelines of the University	I/A/P/C	0+0+4			100	4
Sub-Total (B)					**345**	**155**	**600**	**24**

Semester III								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
14	B.C.E 201	Customer Relationship Management	DSC – V	3+1+0	70	30	100	4
15	B.C.E.202	Entrepreneurship and Venture Creation	DSC - VI	3+1+0	70	30	100	4
16	B.C.E.203	Advertisement and Sales Management	MC - III	4+0+0	70	30	100	4
17	B.C.E. MDC-III	To be chosen from the basket of subjects	MDC-III	3+0+0	50	25	75	3
18	B.C.E.204	Cyber Law and Security	SEC-III	2+1+0	50	25	75	3
19		As per the Faculty of Commerce and Management	VAC – II	2+0+0	35	15	50	2
20		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC – II	2+0+0	35	15	50	2
Sub-Total (C)					**380**	**170**	**550**	**22**

Semester IV								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
21	B.C.E 205	IT Skills in Business	DSC – VII	2+1+2	70	30	100	4
22	B.C.E.206	Digital Marketing	DSC - VIII	4+0+0	70	30	100	4
23	B.C.E.207	E Commerce Packaging and Fulfilment	MC - IV	4+0+0	70	30	100	4
24	B.C.E.208	**Any one of the following:** a) Operations Management OR b) Supply Chain Management	DSE - I	3+1+0	70	30	100	4
25		As per the Faculty of Commerce and Management	VAC – II	2+0+0	35	15	50	2
26		(English/Hindi/Sanskrit) To be chosen from the basket of languages	AEC – III	2+0+0	35	15	50	2
Sub-Total (D)					**350**	**150**	**500**	**20**

EXIT OPTION WITH DIPLOMA

Semester V								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
27	B.C.E. 301	Allied course -MOOC **(will be notified before the commencement of the semester)**	DSC – IX	-	-	-	100	2
28	B.C.E. 302	Apprenticeship in E Commerce	DSC – X	-	-	-	100	20
Sub-Total (E)					-	-	200	22

Semester VI								
Sr. No.	**Course Code**	**Title of the Course**	**Category of courses**	**Teaching Hours Per Week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
29	B.C.E. 304	Apprenticeship in E Commerce	DSC – XI	-	-	-	100	20
Sub-Total (F)					-	-	100	20
Grand Total								128

EXIT OPTION WITH BACHELOR’S DEGREE

Acronyms Expanded

AEC: Ability Enhancement Course

DSC: Discipline-Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/ Value-Based

MC: Minor Course

MDC: Multi-Disciplinary Course

VAC: Value Addition Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture + Tutorial + Practical(s)

I/A/P/C: Internship/Apprenticeship/Project/Community Outreach

B. Com E-Commerce

1st Semester

Course Contents

B.C.E 101 Basics of Accounting – (DSC- I)
B.C.E. 102 E-Commerce and Logistics Operations – (DSC- II)
B.C.E. 103 Inventory Management – (MC-I)
Course Code - B.C.E. (MDC – I) To be chosen from the basket of subjects
B.C.E. 104 Outsourcing in E-Commerce - (SEC-I)
Course Code - AEC – I: To be chosen from the basket of languages

B.COM E-COMMERCE
1st SEMESTER
Basics of Accounting - DSC – I
Course Code: B.C.E 101

Exam Duration: 3 Hours	Marks: 70	Lectures: 60

Course Objectives: This course aims to provide foundational knowledge of accounting principles, processes, and practices used in recording and reporting business transactions. It familiarizes students with the double-entry system, journal and ledger preparation, trial balance, and the preparation of final accounts with basic adjustments. The course emphasizes accuracy, clarity, and adherence to standard accounting conventions, enabling learners to understand and apply accounting principles in their day-to-day business operations.

Course Outcomes: After successful completion of this course, learners will be able to Understand the basic concepts and objectives of accounting and distinguish between bookkeeping and accounting practices. Apply the double-entry system to record business transactions in journals, subsidiary books, and ledgers. Prepare trial balances using appropriate methods and identify types of accounting errors. Prepare final accounts of non-corporate business entities, including necessary adjustments for accurate financial reporting.

Units	Contents	Hrs
Unit – I Accounting Concept	Meaning of bookkeeping and accounting, difference between bookkeeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs-Concepts and Conventions of accounting, Branches of accounting, basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities.	10
Unit - II Journal, Ledger, and Subsidiaries book	Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiary books; Petty cash book; Cash book- single, double, and triple column; ledger accounts and	10
Unit – III Trial Balance	Trial balance- methods of preparation of trial balance; Errors and their types.	10
Unit – IV Final Account with adjustments	Capital and Revenue Expenditures and Receipts: General Introduction Only. Preparation of financial statements of non-corporate business entities	10
Practical	Computerised Accounts by using any accounting software, Creating Accounting Ledgers and groups, Vouchers Entry, Generating Reports, Backup and restore data.	20

Suggested Readings

1. Grewal, T. S. (n.d.). Introduction to accounting. Sultan Chand & Sons.
2. Gupta, R. L. (n.d.). Book keeping and accounting. Sultan Chand & Sons.
3. Maheshwari, S. N., & Maheshwari, S. K. (2018). An introduction to accountancy (11th ed.). Vikas Publishing House.

4. Jain, S. P., & Narang, K. L. (2017). Principles of accounting (Latest ed.). Kalyani Publishers.
5. Tulsian, P. C. (2016). Financial accounting (2nd ed.). Pearson Education India.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, and Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE
1st SEMESTER
E-Commerce and Logistics Operations - DSC – II
Course Code: B.C.E. 102

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: This course is designed to provide students with a comprehensive understanding of the fundamental concepts, models, and infrastructure of e-commerce, along with the strategic role of logistics in digital business operations. It aims to develop students' ability to understand and explain the structure and functions of e-commerce systems and logistics networks. The course enables learners to apply digital tools and logistics technologies to manage online transactions and supply chain activities effectively. Through the analysis of real-world logistics scenarios and e-commerce platforms, students will enhance their critical thinking skills to identify operational inefficiencies. Ultimately, the course encourages students to evaluate e-logistics strategies and design innovative, customer-centric logistics solutions that support the dynamic demands of e-commerce businesses.

Course Outcomes: After successful completion of this course, students will be able to define and explain the basic concepts, models, and technologies of e-commerce and logistics. Illustrate the structure and function of logistics operations within e-commerce businesses. Demonstrate the use of digital platforms and logistics management systems in managing online business operations efficiently. Analyse logistics case studies and performance data to identify bottlenecks and suggest operational improvements. Evaluate various e-logistics models and strategies based on key performance indicators like delivery speed, cost, and customer satisfaction. Design a basic e-commerce logistics plan that includes order processing, shipment tracking, and reverse logistics for a hypothetical online business.

Unit	Contents	Hours
UNIT I **Basics of E-Commerce & Logistics Operations**	E-Commerce-Meaning, Role & Revolution of E-commerce & Logistics Operations-Challenges & Impact of E-commerce & Logistics Operations on the world and global trade. Roadmap of e-commerce in India. Regulatory policies and impact on e-commerce logistics. -Disruption in E-commerce logistics. E-Commerce Models- its challenges Integrating Logistics into the Operations Process-Assessment, Planning, Preparing, Executing, and Terminating for Logis cs Operations	15
UNIT II **Logistics and System Concept, Objectives and Role of Logistics**	Introduction-Logistics Functions and Management-Role of Logistics in the Supply Chain-Catalysts for Outsourcing Trends -Benefits of Logistics Outsourcing-Third- and Fourth-Party Logistics- Logistics goals and types-General capacity theory in logistics-Inbound and outbound operation- Capacity management in inbound and outbound logistics	15
UNIT III **Impact of Technology on E-Commerce Logistics**	Role and advantages of technology in e-commerce logistics. -Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics- GPS tracking-Drone	15

	delivery-Electric vehicle delivery systems	
UNIT IV **Future of E-Commerce in India**	Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics Global research on e-commerce logistics. Integration with stock & order processing systems-Systems used in Inbound and outbound operations-Systems used for Value-added delivery options (premium/express / scheduled / location mapping)-Customer and Support Relationships	15

Suggested Readings

- Laudon, K. C., & Traver, C. G. (2023). *E-commerce 2023–2024: Business, technology, society* (18th ed.). Pearson Education Limited.
- Rayudu, C. S. (2023). *E-commerce*. Himalaya Publishing House.
- Kaur, I., & Kaur, R. (n.d.). *E-Commerce*. Kalyani Publishers.
- Diwan, P., & Sharma, S. (2022). *E-commerce*. Excel Books India.
- Christopher, M. (2016). *Logistics and supply chain management* (5th ed.). Pearson Education.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2008). *Designing and managing the supply chain: Concepts, strategies, and case studies* (3rd ed.). McGraw-Hill/Irwin.
- Harrison, A., & Van Hoek, R. (2011). *Logistics management and strategy: Competing through the supply chain* (4th ed.). Pearson Education.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE
1st SEMESTER
Inventory Management – MC – I
Course Code: B.C.E. 103

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: This course is designed to equip students with a strong foundational understanding of inventory management principles, techniques, and their application in modern business environments. It aims to familiarize learners with various types of inventories, inventory control systems, valuation methods, and the role of inventory in supply chain efficiency. The course encourages analytical thinking through the evaluation of inventory performance using key metrics and case studies. By the end of the course, students will be able to critically assess inventory-related decisions and design effective inventory management strategies that align with business objectives and customer demands.

Course Outcomes: After successful completion of this course, students will be able to define and explain key concepts, functions, and types of inventory in business operations. Describe and differentiate various inventory control techniques such as EOQ, ABC analysis, VED analysis, and Just-in-Time (JIT). Apply inventory planning and valuation methods to determine optimal stock levels, reorder points, and cost implications. Analyze inventory data and performance indicators to identify inefficiencies and suggest improvement strategies. Evaluate inventory management systems and technology tools such as ERP, barcode systems, and automated warehousing for effectiveness in different business contexts. Design a basic inventory management plan that aligns with organizational goals, customer needs, and cost-efficiency principles.

Units	Contents	Hrs
UNIT I **Introduction to Inventory Management**	Inventory management Inventory management important, Role in inventory management in e-commerce supply chain, Inventory management terms-Types of inventory in the e-commerce supply chain, Management of inventory in the e-commerce supply chain.	10
UNIT II **Basic Inventory Management Techniques and Relevance to E-Commerce Logistics**	Economic order quantity-Minimum order quantity -ABC analysis. -Just-in-time inventory management. -Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management-Six Sigma and Lean Six Sigma-Demand Forecasting-Cross-docking-Bulk shipments.	10
UNIT III **Inventory Management Metrics and Software**	Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory.Inventory management software – Features of good quality software. -Choosing the correct warehousing management system.	10

UNIT IV **Latest Trends in Inventory Management**	Predictive picking using artificial Features of good quality software-Choosing the correct warehousing management system-Omnichannel inventory management solutions-Streamlined management of returned inventory, Streaming Analytics-Advanced sales forecasting inventory management skills.	10
Practical	Preparation of basic inventory control sheets, stock movement analysis, and reorder level calculations. Understanding layout, space utilization, picking & packing, and order processing. Knowledge of Inventory Recording Methods using Digital Systems (Excel, ERP like Tally, SAP, Oracle,)	20

Suggested Readings

- Chopra, S., & Meindl, P. (2007). *Supply chain management* (3rd ed.). Pearson Education Asia.
- Kapoor, V. K. (2017). *Operations research: Concepts, problems & solutions*. Sultan Chand & Sons.
- Khurana, V. K. (2007). *Management of technology and innovation*. Ane Books India.
- Simchi-Levi, D. (2007). *Designing and managing the supply chain* (3rd ed.). Tata McGraw-Hill.
- Mulcahy, D. E. (1993). *Warehouse distribution and operations handbook* (6th ed.). McGraw-Hill.
- Richards, G. (2011). *Warehouse management: A complete guide to improving efficiency and minimizing costs in the modern warehouse*. Kogan Page.
- Rathee, M. M., & Rani, P. (2024). *Warehouse management and inventory control system*.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
MC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE
1st SEMESTER
Outsourcing in E-Commerce – SEC – I
Course Code: B.C.E. 104

Exam Duration: 2 hrs	**Marks: 50**	**Lectures: 45**

Course Objectives: This course is designed to provide students with a comprehensive understanding of the role and strategic importance of outsourcing in e-commerce. It aims to introduce learners to the core concepts, models, and drivers of outsourcing, including customer service outsourcing, IT services, and supply chain management. The course explores how outsourcing enhances operational efficiency, scalability, and customer satisfaction in digital businesses. Students will learn to evaluate outsourcing partners, assess risks, and make informed decisions on outsourcing strategies aligned with organizational goals. Through real-world case studies and application-based learning, the course develops students' ability to critically analyze outsourcing challenges, manage vendor relationships, and design effective outsourcing models that support growth in the competitive e-commerce environment.

Course Outcomes: Define and explain the fundamental concepts, types, and benefits of outsourcing in the context of e-commerce. Identify and describe key outsourcing functions such as logistics, customer support, IT operations, and content management in digital businesses. Apply outsourcing decision-making frameworks to determine when, what, and how to outsource in an e-commerce setup. Evaluate outsourcing risks, such as data security, quality control, and dependency, and recommend mitigation strategies. Design a strategic outsourcing model for an e-commerce business, considering cost efficiency, customer experience, and operational scalability.

Units	**Details**	**Hrs**
UNIT I **Introduction to Outsourcing in E-Commerce**	Outsourcing, features, Challenges of outsourcing (communication barriers, loss of control, etc.) limitations with outsourcing, Benefits of outsourcing e-commerce tasks (cost reduction, access to specialized skills, etc.). Outsourcing Strategic Assessment: Business Value Assessment, Operational Assessment, Financial Assessment, Risk Assessment, and Integrating the four risk elements. E-commerce business models (e.g., drop shipping, subscription-based, marketplace).	10
UNIT II **Online Market Platform and Outsourcing Risk Management**	Online marketplaces and platforms for finding outsourcing partners., Criteria for evaluating potential providers (experience, expertise, pricing, etc.), Contract negotiation and legal considerations. Communication and collaboration tools, Setting clear expectations and performance metrics, monitoring and evaluating performance, Managing risks and resolving issues, and Building strong relationships with outsourcing partners.	10

UNIT III **Legal, Ethical Considerations and Future Trends in E-commerce Outsourcing:**	Data privacy and security, Intellectual property rights, Consumer protection laws, and Fair labour practices, Emerging technologies (AI, blockchain) and their impact on outsourcing, the evolving role of outsourcing in the e-commerce landscape, the impact of global events on outsourcing strategies.	10

References:

- Contractor, F. J. (2010). Outsourcing economics: Global value chains in capitalist development. Cambridge University Press
- David, F. R. (2017). Strategic management: A competitive advantage approach, concepts and cases (16th ed.). Pearson Education.
- Levy, M., & Weitz, B. A. (2012). Retailing management (8th ed.). McGraw-Hill Education.
- Palvia, P., & Palvia, S. C. J. (2016). Global sourcing of services: Strategies, issues and challenges. World Scientific Publishing Company.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
SEC	3	There shall be Three Modules (I, II, III) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Each paper in a Course shall be of 75 Marks. Internal Assessment= 25 Marks End-Semester Examination = 50 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 10 Marks Assignments and Presentations = 10 Marks	There will be 4 Parts (A, B, C, D) and the examiner will set 7 Questions in total from all the Modules (I, II, III) in total. **Part- A** will have two questions of 12 Marks each from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions of 12 Marks each from Module II of the syllabus and the students have to attempt any one. **Part-C** will have two questions of 12 Marks each from Module III of the syllabus and the students have to attempt any one. **Part- D** will have 10 Short Answer questions of 2 each from all Modules (I, II, III), and the students have to attempt any 7 in total.	2 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B. Com in E-Commerce
2^{nd} Semester
Course Contents

B.C.E 105 Personality Development and Communication Skills – (DSC-III)
B.C.E. 106 Management Dynamics and its Applications – (DSC-IV)
B.C.E. 107 Warehouse Management – (MC-II)
Course Code - B.C.E. (MDC – II) To be chosen from the basket of subjects
B.C.E. 108 MIS for E-Commerce - (SEC-II)
Course Code - VAC – I: Environment-related course (As prepared by the Department of Env. Science)
Course Code - I/A/P/C* As per the guidelines of the University

B.COM E-COMMERCE
2nd SEMESTER
PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS - DSC – III
Course Code: B.C.E 105

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objectives: This course aims to enhance students' self-awareness and confidence through personality development, equipping them with essential communication and soft skills for personal and professional success. It focuses on improving verbal and non-verbal communication, workplace etiquette, emotional intelligence, and interpersonal effectiveness to meet the demands of the modern retail and corporate environment.

Course Outcomes: After successful completion of this course, learners will be able to describe the key elements, determinants, and types of personality, and assess personal strengths and weaknesses using self-assessment tools like SWOT analysis. Demonstrate foundational communication skills, including verbal, non-verbal, written, and listening, and apply techniques to overcome communication barriers. Develop professional communication competencies such as public speaking, resume writing, group discussion, and business etiquette for workplace readiness. Apply soft skills such as time management, positive attitude, emotional intelligence, and conflict resolution through experiential learning activities like role plays and mock interviews

Units	Contents	Hrs
Unit – I **Introduction to Personality Development**	Concept and Meaning of Personality, Determinants of Personality: Heredity and Environment, Types of Personality (Introvert, Extrovert, Ambivert), Stages and Process of Personality Development, SWOT Analysis – Self-assessment Techniques, Importance of Grooming, Etiquette, and Body Language	12
Unit – II **Communication Skills – Foundations**	Meaning and Elements of Communication, Types: Verbal, Non-verbal, Written, and Visual, Communication Cycle and Process, Barriers to Communication and Overcoming Them, Listening Skills and Importance of Feedback, Essentials of Effective Communication	10
Unit - III **Professional Communication Skills**	Business and Workplace Communication, Public Speaking and Presentation Skills, Interview Skills and Resume Writing, Group Discussion Techniques, Email Writing and Telephone Etiquette, Cross-cultural and Gender-sensitive Communication	12
Unit – IV **Personality in Action and Soft Skills**	Time Management and Goal Setting, Positive Attitude and Self-motivation, Stress Management and Emotional Intelligence, Conflict Management and Interpersonal Relations, Mock Interviews, Role Plays, and Group Activities	11
Practical	Mock Interviews, Project Files and Group Discussions	30

Suggested Readings

- Mitra, B. K. (2024). *Personality development and soft skills* (3rd ed.). Oxford University Press.
- Mishra, R. K. (n.d.). *Personality development*. Rupa Publications.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE 2nd SEMESTER MANAGEMENT DYNAMICS AND ITS APPLICATIONS - DSC – IV Course Code: B.C.E. 106		
Exam Duration: 3 Hours	**Marks: 70**	**Lectures: 60**
Course Objective: This course aims to provide students with an in-depth understanding of the evolving nature of management principles and their dynamic application in contemporary business environments. It introduces foundational concepts of planning, organizing, leading, and controlling, while emphasizing their relevance in rapidly changing and technology-driven industries such as e-commerce. The course explores the influence of global trends, innovation, digitalization, and sustainability on modern management practices. Students will develop the ability to analyze organizational behavior, leadership styles, decision-making processes, and strategic planning in both traditional and digital enterprises. By engaging with real-life case studies and management simulations, learners will be equipped to apply management theories effectively, adapt to change, and contribute to organizational growth and resilience.		
Course Outcomes: After successful completion of this course, learners will be able to explain the basic functions and principles of management and their evolution in response to changing business environments. Identify and describe the roles of managers and the impact of dynamic external factors such as technology, globalization, and competition on management practices. Apply core management functions—planning, organizing, leading, and controlling—to real-life business scenarios. Analyse organizational structures, leadership styles, and decision-making processes to assess managerial effectiveness. Evaluate contemporary management approaches, including agile management, innovation management, and strategic leadership in digital and e-commerce businesses. Design adaptive management strategies that promote innovation, employee engagement, and sustainable business growth in dynamic business contexts.		
Units	**Contents**	**Hrs**
Unit – I **Introduction to management**	Management: Introduction, Meaning & Definition – Evolution of Management Thoughts: Pre-Scientific Management Era & Modern Management Era – Nature and Characteristics of Management – Scope and Functional Areas of Management – Management as a Science, Art & Profession – Management and Administration – Management Principles: FW Taylor and Henry Fayol	15
Unit – II **Planning, staffing, decision making and communication**	Planning, Staffing, Directing and Controlling – its Meaning and Definition, Features & Importance – Steps in Process, Types, Advantages and Disadvantages Decision making: Meaning, Characteristics & Process – Types of Decisions Organization: Nature, Need and Importance – Organization Structure - its types and process Barriers to Communication – Steps to Overcome Communication Barriers – Types of Communications –	15
Unit - III **Motivation, Leadership,**	Motivation Theories: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc. Gregor's X and Y theory Leadership – Meaning – Characteristics of Leadership –	15

Controlling and Co-ordination	Leadership styles, Qualities of a Good Leader. Principles of effective control system – Essentials of Effective Control system – Techniques of Control (meaning only) Co-ordination – Meaning – Importance and Principles of Co-ordination - steps in controlling,	
Unit – IV **Business social responsibility and managerial ethics**	Business Social Responsibility: Meaning, Need & Importance – Green Management: Meaning, Green Management actions – Managerial Ethics: Meaning, Importance of Ethics in Business, Factors that determine Ethical or Unethical Behaviour	15

Suggested Readings

- Parikh, M., & Gupta, R. (n.d.). Organizational behavior. McGraw-Hill.
- Rajkumar, S., & Nagarajan, G. (2021). Management principles and applications. Jayvee International Publications.
- Koontz, H., & Weihrich, H. (2017). Essentials of management: An international and leadership perspective (10th ed.). McGraw Hill Education.
- Bose, D. C. (n.d.). Principles of management and administration. PHI Learning.
- Prasad, L. M. (2020). Principles and practice of management. Sultan Chand & Sons.
- Gupta, S. K., & Joshi, R. (2014). Management principles and organizational behavior. Kalyani Publishers.
- Singla, R. K. (2014). Management process and organizational behavior [MBA/M.Com. ed.]. VK Publications.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
DSC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE
2nd SEMESTER
WAREHOUSE MANAGEMENT - MC – II
Course Code: B.C.E. 107

Exam Duration: 3 hrs	Marks: 70	Lectures: 60

Course Objective: This course is designed to provide students with a comprehensive understanding of warehouse management principles, functions, and operations in both traditional and e-commerce environments. It aims to equip learners with knowledge of warehouse design, layout planning, material handling systems, safety protocols, inventory control, and automation technologies. The course emphasizes the strategic role of warehousing in the supply chain and highlights its impact on cost efficiency, customer service, and delivery performance. Through case studies and practical applications, students will develop the ability to manage warehouse operations effectively, optimize space utilization, ensure inventory accuracy, and support agile and scalable logistics systems.

Course Outcomes: After successful completion of this course, learners will be able to explain the fundamental concepts and functions of warehouse management and its role in the supply chain. Describe various types of warehouses, their layouts, storage systems, and material handling equipment. Apply warehouse planning techniques to optimize space, labor, and resource utilization in warehousing operations. Analyse warehouse performance metrics such as inventory accuracy, order fulfilment rate, and storage efficiency to identify operational gaps. Evaluate the use of technology and automation in warehouse operations, including WMS, RFID, and barcode systems, for improving accuracy and speed. Design a warehouse operations plan addressing layout design, inventory flow, safety, and process optimization for a business scenario.

Units	Contents	Hrs
Unit – I **Introduction to Warehouse (Storage and Packaging)**	Background, Need, Importance, Types of Warehouses, warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate warehouse - Benefits of Warehousing. Warehouse Utilization Management - Study on emerging trends in warehousing sector – Dangerous Goods handling, Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations.	10
Unit – II **Receiving and Dispatch of Goods in warehouse**	Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches	10
Unit - III	Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of	10

Warehouse Activities and Distribution	quality check. Procedure to develop Packing list / Dispatch note - Cross docking method, Importance of proper packing-Packing materials -Packing machines -Reading labels Distribution, Need, functions of for physical distribution, marketing forces affecting distribution. Channels of distribution: role, functions, structure, designing distribution channel.	
Unit – IV **Warehouse Safety Rules and Procedures**	The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment’s and their uses - 5S Concept on shop floor. Personal protective Equipment’s (PPE) and their uses.	10
Practical	Warehouse visit to identify material handling equipment: pallet jacks, forklifts, conveyors, etc., Determine suitable storage systems: pallet racking, bin storage, shelving. Practice FIFO, LIFO, FEFO stock rotation methods on sample inventory data, Stock Entry, Stock Issue, Stock Return using Excel or inventory software.	20

Suggested Readings

- Saxena, J. P. (2003). Warehouse management and inventory control (1st ed.). Vikas Publishing House Pvt Ltd.
- Rathee, M. M., & Rani, P. Warehouse management and inventory control system.
- Kapoor, S. K., & Kansal, P. Basics of distribution management: A logistical approach. Prentice Hall of India.
- Richards, G. (2011). Warehouse management: A complete guide to improving efficiency and minimizing costs in the modern warehouse. Kogan Page.
- Rathee, M. M., & Rani, P. (2024). Warehouse management and inventory control system. Literatureslight Publishing.

Note: Structure of Paper Setting, Assessment and Evaluation.

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
MC	4	There shall be Four Modules (I, II, III, IV) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Paper in the Course shall be of 100 Marks. Internal Assessment = 30 Marks End-Semester Examination = 70 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 15 Marks Assignments and Presentations =10 Marks	There will be 5 Parts (A, B, C, D, E) and the examiner will set 9 Questions in total from all the Modules (I, II, III, IV) in total and each question shall carry 14 Marks. **Part- A** will have two questions from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions from Module II of the syllabus and the students have to attempt any one. **Part- C** will have two questions from Module III of the syllabus and the students have to attempt any one. **Part- D** will have two questions from Module IV of the syllabus and the students have to attempt any one. **Part- E** will have 10 Short Answer questions from all Module (I, II, III, IV) and the students have to attempt any 7 in total carrying 2 Marks each.	3 Hours

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B.COM E-COMMERCE
2nd SEMESTER
MIS FOR E-COMMERCE - SEC – II
Course Code: B.C.E. 108

Exam Duration: 2 hrs	Marks: 50	Lectures: 45

Course Objective: This course aims to provide students with a solid understanding of Management Information Systems (MIS) and their application in e-commerce environments. It introduces the role of information systems in supporting managerial decision-making, streamlining business operations, and enabling strategic advantages in digital commerce. The course covers key MIS components such as databases, networks, e-commerce infrastructure, business intelligence, and cloud-based systems. Students will explore how MIS facilitates data-driven decisions, customer relationship management (CRM), inventory control, and real-time analytics in online businesses. By the end of the course, students will be able to understand, evaluate, and design MIS solutions that enhance efficiency and competitiveness in the e-commerce sector.

Course Outcomes: After successful completion of this course, learners will be able to explain the fundamentals of Management Information Systems and their role in business and e-commerce operations. Identify the components and types of MIS, including transaction processing systems, decision support systems, and customer relationship management tools. Apply MIS concepts and tools to support key business functions such as sales tracking, inventory management, and customer engagement in e-commerce. Analyze business data and information flows within MIS frameworks to improve decision-making and operational efficiency. Evaluate MIS platforms and technologies used in e-commerce for scalability, data security, and integration with business processes. Design a basic MIS model or dashboard for an e-commerce business that supports performance monitoring and strategic planning.

Units	Contents	Hrs
Unit I **Management Information Systems**	Information Systems, Changing Business Environment in retail, MIS and its recent trends, Contemporary Approach to Information Systems: Business Analytics and Business Intelligence. E-Commerce Business Processes and Information Systems Types of Information Systems Systems for Collaboration and Social Commerce. Information Systems Function in Business, Electronic Commerce in Digital Organization, Role of Digital Technologies	15
Unit - II **Customer Segmentation and Enhancing Decision Making**	Customer Segmentation, Personalization and Recommendations, Decision Making and Information Systems Business Intelligence in the Enterprise Business Intelligence Constituencies Building Information Systems including Mashups Managing Projects: Project Management Methodology Managing Global Systems	15

Unit – III **Redesigning the Organization with Information Systems Procedures**	Business Process Management, System Analysis Overview of ERP, CRM, SCM, HRM systems: Benefits and challenges of implementation, Implementation lifecycle of Information System, User training, resistance to change, Risk management and ethical issues in its adoption, Centralization vs. decentralization with Information System, Virtual organizations and remote work, Agile and networked organizational models.	15

References:

- Laudon, K. C., & Laudon, J. P. (2020). Management information systems: Managing the digital firm (16th ed.). Pearson Education.
- Meier, A., & Stormer, H. (2009). eBusiness & eCommerce: Managing the digital value chain. Springer.
- Patil, M. B. (2021). Management information system for development of e-commerce. Horizon Books.

Structure of Paper Setting, Assessment, and Evaluation

Name of Course	Credits	Structure of Each Paper	Division of Marks	Paper Pattern for End-Semester Examination	Duration of the Examination
SEC	3	There shall be Three Modules (I, II, III) in the syllabus of each paper.	The evaluation shall be Continuous and Comprehensive Evaluation (CCE). Each paper in a Course shall be of 75 Marks. Internal Assessment= 25 Marks End-Semester Examination = 50 Marks **INTERNAL ASSESSMENT** Attendance = 05 Marks Class Test = 10 Marks Assignments and Presentations = 10 Marks	There will be 4 Parts (A, B, C, D) and the examiner will set 7 Questions in total from all the Modules (I, II, III) in total. **Part- A** will have two questions of 12 Marks each from Module I of the syllabus and the students have to attempt any one. **Part- B** will have two questions of 12 Marks each from Module II of the syllabus and the students have to attempt any one. **Part-C** will have two questions of 12 Marks each from Module III of the syllabus and the	2 Hours

				students have to attempt any one. **Part- D** will have 10 Short Answer questions of 2 each from all Modules (I, II, III), and the students have to attempt any 7 in total.	

- **Pass Marks of each subject:** 40 % Aggregate and minimum 35% in each individual component (Term End Exams, Practical, Internal Assessment (IA)) of each subject.
- The class test of all types of courses must be scheduled once 50% of the syllabus is covered.

B. Com in E-Commerce
3rd Semester
Course Contents

B.C.E 201 Customer Relationship Management
B.C.E. 202 Entrepreneurship and Venture Creation
B.C.E. 203 Advertisement and Sales Management
Course Code - B.C.E. MDC – III To be chosen from the basket of subjects
B.C.E. 204 Cyber Law and Security
Course Code – VAC–II: As per the faculty of commerce and management
Course Code – AEC–II: To be chosen from the Basket of Languages

B. Com in E-Commerce
4th Semester
Course Contents

B.C.E 205 IT Skills in Business
B.C.E. 206 Digital Marketing
B.C.E. 207 E-Commerce Packaging and Fulfilment
B.C.E. 208 a) Operations Management OR b) Supply Chain Management
Course Code - VAC–III: As per the faculty of commerce and management
Course Code – AEC–III: To be chosen from the Basket of Languages

B. Com in E-Commerce
5th Semester
Course Contents

B.C.E. 301 Allied Course: MOOC
B.C.E. 302 Apprenticeship (As prescribed by Sectoral Skill Council)

B. Com in E-Commerce
6th Semester
Course Contents

B.C.E. 304 Apprenticeship (As prescribed by Sectoral Skill Council)

Recommendations:

1. The course is aligned with NEP, 2020, so it should be introduced with the adoption and implementation of NEP, 2020 only.
2. Comprehensive infrastructure having E-Classrooms and specialised exclusive faculty for teaching and mentoring this programme, like Professor of Practice and Industry Experts required in respective HEI.
3. The course is suitable for the self-financing mode.
4. Clear and well-defined role, responsibility, and accountability of CRISP/Mediating Apprentice Training Agency, regarding industry apprenticeship to ensure the mental, financial, and physical health of students through a proper contract between CRISP/Mediating Apprentice Training Agency and the Department of Education/GoHP.
5. UGC/Competent Body of Governing Higher Education of Universities in India's guidelines on the AEDP programme will be final and followed in spirit while dealing with any matter or dispute in this programme.
6. Tripartite Agreements mentioned in the AEDP programme should be signed at the University/Department of Education Level on behalf of all HEIs running this UG Programme to create a comprehensive umbrella of industries providing apprenticeship.

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